

TO: Ed Gee

DATE: February 28, 1994

FROM: Karen Ando

SUBJ: Early Awareness of Country Store Program

This memo outlines topline awareness of the forthcoming Country Store program. Findings are based on Continuous Tracking data from February 4 - 13, 1994

Key Findings:

Most smokers who are aware of the current MAT program believe that another program will follow after MAT's conclusion in February.

<i>The last day to redeem Miles is at the end of Feb., '94. Do you think that there will be another program of this type sponsored by Marlboro?</i>	Total Aware (584) %	Total Collectors (208) %	Ever Redeemed (96) %
Yes	67	76	80
No	9	6	4
Don't Know	24	18	16

Half the smokers think that this new promotion will simply be an extension of the current program, with 4 in 10 smokers expecting something new.

	Expect Another Mbo Program		
<i>Will the program be an extension of the Adventure Team or a different program?</i>	Total Aware (392) %	Total Collectors (159) %	Ever Redeemed (77) %
An extension of the current program	48	54	52
Don't Know	13	10	12
A different program	39	36	36

- About 10% of those expecting a different program believe that there will simply be a new name. As of February 13th, only 1 smoker out of the 584 total aware mentioned "Country Store" by name.
- Most of the remaining smokers cite a different selection of merchandise/prizes as the key differentiating feature
 - A few smokers think the new catalog will be like the Camel Cash program, offering "Just a little bit of everything like Camel does".

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